

Message Text

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SUBJECT: POSSIBLE USA PARTICIPATION IN PETROTECH '76

REF: STATE A-517 OF JANUARY 29, 1975

B. THE HAGUE A-119 OF JUNE 28, 1974.

1. CONSIDERING THE SUCCESS OF COMMERCE-SPONSORED OIL AND GAS EQUIPMENT CATALOG SHOW AT PETROTECH '74, RAI, AMSTERDAM, IN MAY 1974, WE HAVE DISCUSSED WITH MR. W. BAAS, MANAGER OF PETROTECH '76, WHICH WILL TAKE PLACE APRIL 6-9, 1976 AT THE SAME LOCATION, THE POSSIBILITY OF SECURING A BOOTH AT NO REPEAT NO COST TO USG. HE AGREED TO COOPERATE IN THE LAST FEW DAYS. HOWEVER, HE POINTED OUT THAT THE USG SHOULD CONTRIBUTE SOME NOMINAL SUM, ONE THOUSAND DOLLARS, TO CLEARLY INDICATE ITS INTEREST. WE TOLD HIM WE DOUBTED WHETHER ANY FUNDS WERE AVAILABLE, ADDING THAT TIME WAS GETTING SHORT IF WE WERE TO SECURE AN ADEQUATE NUMBER OF CATALOGS FROM APPROPRIATE AMERICAN COMPANIES TO EXHIBIT AT THE BOOTH, EVEN IF IT WERE AT NO COST TO THE USG. FNALLY, HE AGREED IN WRITING ON BEHALF OF THE FAIR MANAGEMENT QUOTE TO UNDERTAKE PAYMENT OF COST INVOLVED BOOTH CONSTRUCTION, FURNITURE AND STAND SPACE RENTAL, UNQUOTE IF COMMERCE COULD NOT ALLOCATE FUNDS FOR THESE ITEMS.

2. BASED ON THE ABOVE, WE PLAN TO MAKE A STRONG EFFORT TO SOLICIT CATALOGS FROM INTERESTED AMERICAN COMPANIES FOR A U.S. CATALOG SHOW AT PETROTECH '76. PARTICIPATION IN THIS EVENT WILL BE FREE OF CHARGE TO THE U.S. FIRMS. WE ARE PARTICULARLY ANXIOUS TO SECURE CATALOGS FROM NTE/NTM COMPANIES SEEKING REPRESENTATION IN THE NETHERLANDS.

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3. WE BELIEVE SUCH A CATALOG SHOW WILL ALSO PROVIDE A GOOD OPPORTUNITY TO PROMOTE THE INTERENATIONAL PETROLEUM EXPOSITION (IPE), TULSA, MAY 16-22, 1976, WICH IS INCLUDED IN THE FOREIGN BUYERS PROGRAM (REF A), AND TOWHICH WE HOPE TO BE ABLE TO ARRANGE A GROUP CHARTER FLIGHT. IN THIS REGARD, IT WOULD BE MOST HELPFUL IF GEORGE HINES, USDOC PROJECT DIRECTOR FOR IPE, COULD URGENTLY CABLE US NAMES OF IPE EXHIBITORS WHO ARE INTERESTED N REPRESENTATION OR SALES IN THE NETHERLANDS. WE WILL INCLUDE THESE COMPANIES IN OUR CATALOG SOLICITATION FOR PETROTECH '76. WE BELIEVE THAT ACTION BY IPE EXHIBITORS WOULD BE EXPEDITEDIF COMMERCE COULD ALSO CONTACT THEM BY PHONE.

4. COMMENT: USA PARTICIPATION IN PETROTECH'76 COULD LEAD TO SIGNIFICANT ADDITIONAL EXPORTS BY AMERICAN PRODUCERS OF EQUIPMENT FOR THE OIL AND GAS INDUSTRY, A VERY ACTIVE SECTOR IN THE NETHERLANDS.

5. ACTION REQUESTED: WE HOPE COMMERCE WILL FIND IT POSSIBLE TO ALLOCATE SOME FUNDS FOR THE PLANNED CATALOG SHOW; TO FURNISH US ASAP NAMES OF IPE PARTICIPANTS INTERESTED IN THE NETHERLANDS; AND TO LEND ASSISTANCE IN CONTACTING THOSE COMPANIES IN ORDER TO STRENGTHENOUR CATALOG SOLICITATION EFFORTS. IN VIEW OF VERY SHORT LEADTIME, WE WELCOME YOUR URGENT COMMENTS AND INDICATION OF PLANNED ACTIONS.
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